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## PREFACE

The U.S. Department of Commerce is proud to release the 2003 edition of U.S. Travelers to Overseas Countries. This program, which was started in 1983, reflects 20 years of changes that have been tracked by this program. The program itself has changed dramatically over the years, and we have plans to further improve it with the help of the travel and tourism industry.

One of the mandated responsibilities of the U.S. Department of Commerce, International Trade Administration (ITA), Trade Development, Office of Travel and Tourism Industries (OTTI), this country's national tourism office, is to develop, collect and report on the necessary statistical and market research on international travel to facilitate and guide planning in the public and private sectors. The Office of Travel and Tourism Industries opened in April 1996 when USTTA was closed. This report is the result of a survey program that was developed to carry out some of the responsibilities subsequently moved to OTTI.

The statistical data collected reflect the most comprehensive survey of U.S. residents traveling overseas ever conducted. The data also fill many informational voids concerning market characteristics and travel patterns. In designing the tabular formats for the report, every effort has been made to include as many important market segments as possible. If the data in this report do not meet your needs, customized analysis can be developed for an additional fee.

This report covers the travel of United States residents to overseas countries. A separate companion report to this publication provides survey results based on the responses of overseas travelers to the United States. The series of quarterly publications began in the fourth quarter of 1982. For information on the survey methodology and guidance on how to understand the data, see the sections titled "*Survey Background*" and "*Appendix A*".

Sincere thanks are due to the American and overseas international air carriers voluntarily participating in this important program, the U.S. Department of Commerce, Bureau of Economic Analysis, and the many public and private sector personnel whose dedication and hard work have ensured the successful outcome of this report and database. Finally, the efforts of CIC Research of San Diego, California, in program development and operations are greatly appreciated.

Users of this document are cordially invited to comment on its content and usefulness. Such comments should be directed to the U.S. Department of Commerce, International Trade Administration, Trade Development, Office of Travel and Tourism Industries, Washington, D.C. 20230; Phone: (202) 482-0140, fax: (202) 482-2887. Website: <http://tinet.ita.doc.gov>.

Douglas B. Baker  
Deputy Assistant Secretary  
Services

## GENERAL SURVEY INFORMATION

### Introduction and Background

This report presents results from the Survey of International Air Travelers for 2003. Both the private and public sectors can use data from the survey. It is an invaluable resource for planning and marketing and can be used to analyze behavior of specific visitor segments. A uniquely valuable aspect of this survey is the expansion of the results to represent the entire visitor population.

The survey is conducted on an ongoing basis by the International Trade Administration (ITA), Office of Travel and Tourism Industries (OTTI). The survey collects information from both U.S. resident and non-U.S. resident international travelers, with the results of each group reported separately. This report presents the results of U.S. resident travelers.

The survey program was initiated in the early 1980's by the U.S. Travel and Tourism Administration (USTTA) in response to a growing need for information on the volume, characteristics, and travel patterns of international travelers to and from the United States. In April 1996, the USTTA was closed, and responsibility for the survey was transferred to the ITA, Office of Travel and Tourism Industries (OTTI).

The survey is conducted on international flights of selected major airlines that voluntarily participate in the program. U.S. residents and non-residents are surveyed for all destinations except Canada. Survey results presented in this report are expanded to represent all U.S. resident air travelers to overseas destinations. Overseas excludes Mexico and Canada. Descriptions of available reports for U.S. travelers to Mexico can be found in the subsection titled "Related Reports".

In this report, and related reports, survey results are expanded to represent all U.S. travelers to overseas destinations, based on the Department of Homeland Security (DHS) I-92 Form. The Department of Homeland Security I-92 form must be completed for all arrival and departing flights from the United States for all

countries except Canada. The departing flight information is the only U.S. government source for estimates of U.S. citizen departures from the country.<sup>1</sup>

ITA, Office of Travel and Tourism Industries reports the total number of U.S. travelers departing the country in the U.S. International Air Travel Statistics Report, listed in the following subsection.

### Related Reports

Related 2003 reports are described below, followed by information on available historical reports.

The following related reports are available for 2003 data:

- 2003 Survey of International Air Travelers - Overseas Travelers to the United States. This report provides the responses of non-U.S. residents surveyed. The survey results are expanded to represent all U.S. inbound travelers based on the DHS I-94 data.
- 2003 Survey of International Air Travelers (inbound non-resident country reports). Each of these reports provides the responses of the non-resident visitors surveyed for a specific country. The survey results are expanded to represent all U.S. inbound travelers based upon the DHS I-94 data. The country reports developed by OTTI include: Australia, Brazil, France, Germany, Italy, Japan, Mexico, Netherlands, Republic of Korea, United Kingdom, and Venezuela.
- 2003 Survey of International Air Travelers - U.S. Residents to Mexico. This report provides the responses of the U.S. residents surveyed who traveled to Mexico via air. The survey results are expanded to represent all U.S. outbound air travelers to Mexico based upon the DHS I-92 data.

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<sup>1</sup> Monthly U.S. citizen departure figures by region can be found on the ITA, Office of Travel and Tourism Industries website: <http://tinet.ita.doc.gov>

- 2003 Summary of International Travelers to the United States. This report is based on the DHS I-94 form. This database provides the only estimate of the number of non-resident travelers to the U.S. The I-94 data is used to expand OTTI's Survey data to represent all non-resident overseas visitors to the U.S.
- 2003 U.S. International Air Travel Statistics Report. This report is based on the DHS I-92 form. This database provides the only estimate of the number of U.S. resident travelers who travel abroad. The I-92 data is used to expand OTTI's Survey data to represent all U.S. resident air travelers to overseas and Mexico.

Historical reports similar to those listed above are available from 1983 through 1997 (including reports on air travel to and from Canada for 1993-1995).

For more information on these reports, please consult ITA, Office of Travel and Tourism Industries or visit the website at <http://tinet.ita.doc.gov>.

### **Customized Reports**

ITA, Office of Travel and Tourism Industries recognizes that some parties may have information needs that are not published in any of the above reports. These needs may relate to information on a specific population (e.g. business travelers to Asia) or to specific questions not published in the standard reports. In most cases, custom reports can be obtained to accommodate those information requirements. For price information and specifics related to custom reports, call ITA, Office of Travel and Tourism Industries at (202) 482-0140.

### **Questionnaire Content**

A copy of the questionnaire can be found in Appendix B, at the back of this report. It contains twenty-nine multi-part questions, related to trip characteristics and traveler demographics.

The questionnaire is unique in its design to collect information on a traveler's complete trip itinerary, including information on every major destination visited, the length of stay and the type of accommodations utilized. In addition, information on expenses by category is collected, as well as payment method. The level of detail collected in these questions is not available elsewhere.

This report categorizes the questions into six sections, which are listed below, and detailed in the USER'S GUIDE, page xv.

1. Residence
2. Trip Arrangements
3. Trip Characteristics
4. Trip Expenditures
5. Airline Information
6. Respondent Demographics

Periodic changes to the questionnaire, and consequently the reports, have been made since its inception in 1982. These changes have been made, primarily, as a direct result of input from industry representatives. In 1996, several new tables were added to the report, including information on trip expense payment methods. Detailed descriptions of the changes may be found in Appendix A in the section titled "Questionnaire Enhancements".

### **Survey Operations**

This survey is conducted voluntarily by selected major airlines. The questionnaires are designed to be self-administered by the respondents, and are distributed on-board flights departing from U.S. airports to international destinations, or at authorized boarding areas. Questionnaires are available in twelve languages: Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Polish, Portuguese, Russian, and Spanish.

Surveys are conducted monthly during a seven day period, beginning with the third Monday of the month. The specific flights are selected at random, and participating airlines receive

advance listings of the flights to be surveyed. Airlines are then sent survey kits, which contain instructions and questionnaires in the appropriate languages. Airline personnel distribute the questionnaires after boarding, and collect the completed forms prior to debarkation. For a limited number of airlines, data collection takes place at the airport at the departure gate.

Participating airlines are given custom reports on their passengers, enabling comparisons of their passengers with aggregated data from passengers on all airlines.

### **Survey Participation**

Over 50 unique airlines participated in the survey in the four quarters of 2003. Of the original 5,538 flight packages mailed to airlines during that period, 3,329 were returned completed, yielding an overall flight response rate of 60%. Based on information from cabin crews, the average passenger response rate was 46% (See Appendix A in the section titled "Participation in the Survey").

ITA, Office of Travel and Tourism Industries relies upon the voluntary participation of airlines to collect data on international travelers. While the data are expanded to represent all travelers based upon the DHS I-92 data, zero respondents times a weight is still zero. This means that if no surveys are collected for a particular market, no weighting scheme can correct for this absence. When reviewing the estimates developed from this report, users need to carefully review the number of respondents for each column heading, as well as the list of participating carriers (see Appendix C). The absence of an airline and lower sample sizes will impact the estimates developed for the origin and destination figures.

ITA, Office of Travel and Tourism Industries and its contractor, CIC Research, would like to work with the travel industry to add carriers to the In-Flight Survey. In your review of the data, where you notice the absence of international carriers that are important to your country or region, please contact us. We

would be delighted to work with you to enlist their voluntary participation. Contact Ron Erdmann, ITA Office of Travel and Tourism Industries at (202) 482-0140 or CIC Research, Inc. at (858) 637-4000.

## HOW TO USE THE IN-FLIGHT SURVEY REPORT

The ITA, Office of Travel and Tourism Industries Survey of International Air Travelers can help you understand the United States residents who traveled to overseas destinations. The report can be used to provide estimates of the total number of U.S. residents visiting selected countries. It can also help you determine where, within the United States, the travelers are from by the actual city and state of residence. It is an invaluable resource for designing target marketing for specific segments with traveler attributes which match your product.

Additionally, this report can provide you with answers to questions like: What was the purpose of trip for United States residents visiting a country? How far in advance are they making decisions to travel? What sources of information do U.S. residents use to plan their international trip? How long does the U.S. resident traveler stay overseas? What do U.S. resident travelers do while visiting different destinations? What types of packages are they using? How much is the United States traveler spending overseas? What is a profile of the traveler to one destination versus other destinations?

### Understanding the Estimates

Since airline participation is voluntary and changes from quarter to quarter, country level data should be viewed with caution. For example, if a major carrier for a particular country was unable to participate for a quarter, the data for that country may not fully represent the country's international travelers.

With the exception of the number of respondents, all the data in the tables are statistical estimates, based on responses to the survey and supplemented with data from the Immigration and Naturalization Service. Data in one publication series are expanded to represent the entire population of U.S. resident

travelers to overseas countries via scheduled airlines. Data in the second series are expanded to represent the entire population of visitors to the U.S. via scheduled and charter airlines.

The estimates are subject to a certain amount of error resulting from the sampling, data collection, and estimation processes. Because of the complicated nature of the sample design and the resulting computational burden, sampling variability has not been calculated for the estimates. Instead, an indication of the reliability of a set of related estimates is given by the number of respondents to the relevant questionnaire items. The reader must exercise judgment in determining the amount of confidence to place in an estimate and in its proper use. For example, an estimate based on 500 respondents is more reliable than one based on 200 respondents. Estimates are generally included in calendar-year-to-date tables only when they are based on 250 or more respondents.

Several kinds of estimates appear in these tables. The majority of the estimates are in the form of percent distributions of the responses to questionnaire items. Distributions for items allowing only one choice of response will total to 100 percent. Those allowing more than one response may total to more than 100 percent.

In addition to estimates of percents, estimates of means and medians are shown for advance trip decision and airline reservation, travel party size, age, annual family income, number of nights stayed by type of accommodation, and number of countries visited. Mean expenditures per visitor and travel party are also presented.

## Definition of Terms

**BANNER HEADING:** These are the items or column headings that run across the top of each page. With one exception, 'All U.S. Travelers', they represent subsets of the U.S. resident traveler and describe how that subgroup answered each of the reported questions. In this report, all tables will be listed as Table 1, Table 2, etc. and in the upper left hand margin you will see "Year-To-Date" listed. In addition, the question numbers from the survey are reported as Q5, Q6, etc. This allows for easier reference to the questionnaire (Appendix B) for the wording of the question.

For example: Crosstab 3, Section 1, Page 59 "First Visit" can be found in the first column. Numbers under this heading represent the percent of first time travelers and how they answered the reported questions.

**CROSSTAB:** A crosstab is that part of the document where the banner heading (or data-subset) remains the same for each of the questions reported.

For example: Crosstab 1 subsets the data for "State of Residence of Travelers". Crosstab 4 subsets the data for "World Regions/Countries Visited".

**SECTION:** A section groups related questions and areas of information into one part of the report to facilitate the user's information search. Section 1 covers data related to U.S. Residence of Traveler. Section 3 covers questions related to Trip Activities. There are six sections in this report. They are each highlighted in the User's Guide. Sections are repeated for each of the report's crosstabs.

**STUB:** This is the left hand column of the table. It represents the different questions in the survey, some of which may correspond to the banner headings at the top of the page. To read the results of a stub, locate the item of interest and move down the column of interest to the intersection or specific cell

which has information on how the traveler answered the question.

For example: Crosstab 1, Section 1, Table 1, page 1. In the first column or banner, you will find "All U.S. Travelers." If you look at the stub row labeled "New England", at the point of intersection, you will see that 7.6% of all U.S. travelers visiting an overseas destination lived in New England.

**CELL:** The intersection of a banner item (column) and a stub (row) is a cell. To determine a specific characteristic of the U.S. resident traveler, one would go down the column or banner item to the stub attribute (row) for the information needed. The number at the intersection of the row and column is the cell and holds the answer to the question.

**IMPORTANT NOTE:** Numbers should only be read down the column, not across a row.

For example: Crosstab 1, Section 1, Table 1, page 1. Go down the "All U.S. Residents" column until you are opposite "New York". The intersection of these two points tells you that **18.9%** of all U.S. residents going on an overseas trip in 2003 lived in the State of New York.

**NUMBER OF RESPONDENTS:** This item provides information on the number of people who answered each question. It provides the user with an idea of the level of confidence for the column or banner heading. If there are fewer than 250 respondents for the year, the column is filled with a dash ("-") and the number of respondents is reported at the top of the page under the banner heading for that column.

For example: Crosstab 1, Section 1, Table 1, page 1. In the first column, you will find "All U.S. Travelers". The number of respondents listed is 31,707. This number represents the total number of U.S. resident air passengers who completed this question.

**IMPORTANT NOTE:** The number of respondents should never be used for developing estimates from the data set. An explanation on how to develop estimates is provided in the following section, under item "B".

**RESIDENCE OF TRAVELERS:** ITA, Office of Travel and Tourism Industries Census divisions are used for U.S. travelers' region of residence and appear in Appendix E. Cities of residence refer to the Census Bureau's Metropolitan Statistical Areas (MSA's), each of which includes the city proper and surrounding population.

**OVERSEAS DESTINATIONS VISITED:** World region definitions are shown in Appendix D.

**EXPENDITURES:** The expenditure statistics represent estimates of what U.S. residents expect to spend on their trips and not what they actually spent. This is because the survey is administered to U.S. residents at the start of their trips. The amounts shown for *international airfare* and *non-U.S. expenditures* are those the traveler plans to spend over and above any *inclusive tour expenditures* paid prior to the trip. *Mean non-U.S. expenditures* are based on U.S. residents who plan to spend one year or less outside the country.

## How To Use The Tables

### A. DIRECTLY FROM THE REPORT

Most numbers found within the In-Flight Survey report are percentages. These numbers can be read and used as a percentage of the total figure. There are also mean, median, or dollar figures which can be read as a figure directly from the table. Data that are not represented as percentage figures are:

1. The mean and median figures for:
  - a. Number of days making an advance trip decision

- b. Number of days making advance airline reservation
- c. Travel party size (adults only; adults and children)
- d. Number of nights in hotel/motel, private home, and other
- e. Number of nights outside the U.S.
- f. Number of trips in last 12 months and 5 years
- g. Number of countries visited
- h. Age for females and males
- i. Annual household income

2. The expenditure table that reports dollar figures.

For Example: Crosstab 2, Section 3, Table 11, page 38. The table reports purpose of trip for U.S. Residents going overseas. All of the numbers here can be read as a percentage. Under the Los Angeles banner heading, you see as you move down the column, that 52.1% of travelers from Los Angeles stated that a leisure/recreation/holiday was one of their purposes of trip. Of visitors from Los Angeles, 31.9% of the travelers were on business for at least part of their trip.

**NOTE:** The traveler is allowed to choose more than one purpose of trip; therefore, the percentage totals can exceed 100%. Beginning in 1993, the traveler's main purpose of trip was asked. Table 10 on pages 11, 38, 69 and 100 reports the main purpose of trip. In Table 10 the percentages for each column will total 100% as the respondent can only report one main purpose of trip.

For those questions where the respondent was allowed to select more than one choice, an asterisk (\*) designates multiple responses, meaning that the totals may exceed 100%.



## **B. CONVERTING THE PERCENTAGES INTO ESTIMATES OF ALL TRAVELERS**

A distinctive feature of the In-Flight Survey is the ability to convert percentage figures into actual numbers. Survey results have been expanded to represent all U.S. residents taking an overseas air trip in 2003. This total number of travelers leaving the country is reported in the ITA, Office of Travel and Tourism Industries' "U.S. International Air Travel Statistics" database, and is based upon the DHS I-92 Form. Flight crews on all international flights arriving and departing the United States are required to complete this form to provide an estimate of the total number of passengers, and an estimate of the alien/citizen composition of the flight. The I-92 Form is the major source of citizenship data for the international travel market.

An explanation of the expansion process can be found in Appendix A of this publication in the section "Estimation and Reliability of Results". In short, it allows ITA, Office of Travel and Tourism Industries to weight the estimates from the survey to the total number of U.S. citizen departures for the year. It also allows the user to develop profiles of travelers from the characteristics reported in this publication.

In 2003, the "U.S. International Air Travel Statistics" database reported 24,452,000 U.S. travelers to overseas destinations, excluding travel to Canada and Mexico in Table IID. Please note that expanded estimates represent number of person-trips, not number of people. The reader should note that the above estimate might be revised after the release of this report.

Now that you know the survey information collected represents 24,452,000 travelers, you can begin to convert the percentage figures listed in this report into estimates of the number of travelers. To help you, four examples are provided. If you follow the logic behind the examples, you should be able to do any calculation available from these tables. If you have any questions about using the tables or this report, please call the ITA, Office of Travel and Tourism Industries. The number is (202) 482-0140, and each of the staff is prepared to answer

your "how to" questions. Mr. Ron Erdmann is the program manager for the In-Flight Survey. More detailed questions relating to the survey results should be directed to Mr. Erdmann.

An improvement made to this report beginning in 1994 was the addition of the "expanded estimates" for each of the banner headings or columns. These expanded estimates are the base numbers you should use to convert the percentages for that particular column into a whole number. This saves time in calculating base numbers.

**NOTE:** These expanded estimates are only shown at the end of Table 1 for each of the crosstabs. The use of these expanded estimates will be explained in the following examples.

### **Example #1: HOW MANY U.S. RESIDENTS VISITED THE UNITED KINGDOM IN 2003?**

To obtain this estimate you will need to multiply the total number of U.S. resident travelers who left the country in 2003 (24,452,000) by the percentage that visited the United Kingdom. This can be accomplished by going to Crosstab 1, Section 3, Table 22 on page 21 in the report. In Table 22, go down the "All U.S. Travelers" column until you reach the percentage figure reported for the United Kingdom. It is 13.3%.

This means 13.3% of all U.S. residents who traveled overseas visited the United Kingdom. To convert this percentage into a number of travelers, multiply 24,452,000 by .133. That sum will equal 3,252,000 rounded. Always round the totals to the nearest thousand; the survey estimates are not precise enough to carry out to the last three digits. This conversion process can be used with all countries and regions listed in the "All U.S. Travelers" column. In fact, any of the percentages listed in the "All U.S. Travelers" column Crosstab 1, Tables 1-32 can be multiplied by the 24,452,000 total to generate an estimate of travelers represented by the percentage.

Example 2: **HOW MANY RESIDENTS OF CHICAGO VISITED ITALY IN 2003?**

This estimate may be developed by completing the following calculations. On page 33 within Crosstab 2, Table 1 the estimate of the number of travelers who were residents of Chicago that went abroad is provided. In 2003, 685,000 residents of Chicago went on an overseas trip. To determine how many visited Italy, go to Crosstab 2, Section 3, Table 22 on page 48. The third column from the left lists how travelers from Chicago responded to the destinations visited question. As you go down this column to the intersection of Chicago and Italy, you see that 7.4% of all Chicago residents who traveled overseas visited Italy in 2003. To convert the percentage figure into an estimated number of travelers, multiply the total Chicago outbound estimate of 685,000 residents by the percent of total determined above ( $685,000 \times .075\% = 51,000$ ). Always round to the nearest thousand when presenting the estimated totals.

This calculation can be applied for any of the banner headings in Crosstabs 1 and 2.

**Remember,** *you must first determine how many actual travelers are represented in the banner heading before using the percentage figures under the State or City banners to determine how many travelers from this area visited a particular destination or for any of the attributes in this section.*

Example 3: **HOW MANY U.S. RESIDENTS USING A PACKAGE VISITED THE U.K.?**

First, you must determine how many U.S. residents left the country for an overseas trip using a package. To calculate this estimate, go to Crosstab 1, Section 2, Table 6 on page 9, Use of Package. Go down the "All U.S. Travelers" column or banner heading to the percentage listed for "yes". It is 12.5%. This is the percentage of the 24,452,000 total leaving the country that were using a package for at least part of their trip.

Multiply the 24,452,000 figure by .125 equals 3,057,000 travelers who left the U.S. on a package.

Now, go to Crosstab 3, Section 3, Table 22 on page 79. Go to the "Package Yes" banner heading and go down the column until you find the intersection with the United Kingdom. In this cell, you will find that 9.6% of the travelers who left the country using a tour package for an overseas trip visited the United Kingdom. You can determine how many travelers this represents by multiplying the total number of travelers who traveled using a package (the 3,057,000 determined above) by .096.

This calculation shows that an estimated 293,000 U.S. residents traveling on a package visited the United Kingdom in 2003 during part of their trip. Again, this calculation can be developed for any of the banner heading items in Crosstab 3.

**Remember,** *you must first determine how many travelers are represented in the banner heading before using the percentage figures under the Frequency of Visit, Purpose of Trip, Package, Hotel/Motel, Transportation Outside the U.S. and Travel Group banners to determine how many travelers responded to each of the questions asked in their corresponding sections.*

Example 4: **HOW MANY U.S. RESIDENT TRAVELERS TO EUROPE STAYED IN A HOTEL OR MOTEL?**

To develop an estimate from this report for this question, you need to perform the following calculations. Please go to Crosstab 4, Section 1, Table 1, page 90. The first column heading of data is for Europe. The expanded estimate for total number of U.S. residents visiting Europe in 2003 is provided at the end of Table 1 on page 95. It was 10,319,000 in 2003. You will use this figure in conjunction with the estimated number of travelers who stayed in a hotel/motel in Europe. This estimate may be found on page 101. The estimate for Europe is 70.6%. To convert the percentage into an estimated

number of travelers, multiply 10,319,000 by .706%. The estimate total is 7,285,000.

This calculation may be applied for any of the banner headings in Crosstab 4.

## **THE I-92 AND IN-FLIGHT SURVEY**

As a user of the Survey of International Air Travelers report, we need your help and support. The data reported in this publication is representative of all U.S. resident international air travel to overseas destinations. ITA, Office of Travel and Tourism Industries depends on data from the Department of Homeland Security (DHS) to finalize this report.

The data used to expand the survey estimates for this report is obtained from the DHS I-92 Form. It is the only public source for U.S. outbound data. DHS requires all U.S. and foreign flag airlines to complete this form and ITA, Office of Travel and Tourism Industries and subscribers fund the data processing.

ITA, Office of Travel and Tourism Industries publishes a report on the I-92 data called "U.S. International Air Travel Statistics" (USIATS). Data tapes are also available. Since subscriptions to this report help fund the processing of the I-92, it is essential that the travel industry support this database through the purchase of the USIATS report or data.

**Without your support, there may not be an I-92. Without the I-92, the ITA, Office of Travel and Tourism Industries' Survey of International Air Travelers program would be forced to find and fund a new source for estimated U.S. resident departures. Furthermore, the time series of data between 1983 and the present may not be comparable.**

For subscription information, please call (202) 482-0140 or visit the OTTI web site, <http://tinnet.ita.doc.gov>.

**FINAL NOTE:** If the data provided in this report does not meet your needs, there are other options to determine survey-

supplied data. As mentioned in the Introduction, there are specific country reports which provide more detail if you are interested in a particular country. There are also several standard banner reports for country visited, state, or city-specific information. Other options include performing special computer runs of the data collected in the survey for your particular purposes. There is a fee for each of these options. Price information is available by calling ITA, Office of Travel and Tourism Industries (202-482-0140) or by going to OTTI's web site, <http://tinnet.ita.doc.gov>. In some cases, you may be referred to ITA's contractor(s).

## THE USER'S GUIDE TO DETAILED TABLES

The User's Guide on the next page has been designed to simplify your information search. There are four (4) different cross tabulation divisions listed in the top row of the User's Guide under "Cross Tabulations". Each crosstab defines banner headings for the data elements provided in the columns of data below it.

There are six (6) sections for each crosstab comprising 32 different tables. A breakout of the section and corresponding tables can be found on the left hand side of the user's guide, under "Table Number and Description".

As an example, if you want to know how many U.S. residents from New York City visited the United Kingdom in 2003, you would go to: Crosstab 2, Section 3, Table 22, Page 48.

If you wanted to know the mean trip expenditures for all U.S. residents who visited Asia in 2003, you would go to Crosstab 4, Section 4, Table 24, Page 115.

The best way to find what you want is to decide on your question, go to the User's Guide and determine if it can be answered by the different combinations of crosstabs and tables provided in this report. Find out which crosstab it is under, and then find the section and table number. Each crosstab is separated by a divider page. The sections and tables are in numerical order. By paging through this report, you can find information on thousands of different attributes of U.S. residents who traveled to overseas destinations in 2003.

**ITA, OFFICE OF TRAVEL AND TOURISM INDUSTRIES SURVEY OF INTERNATIONAL AIR TRAVELERS**  
**UNITED STATES TRAVELERS TO OVERSEAS**  
**USER'S GUIDE**

Table Number and Description	Cross Tabulations			
	1. State of Residence	2. City of Residence	3. Freq. of Visit, Purpose of Trip, Package, Hotel/Motel, Transportation, Travel Group	4. World Regions, Countries Visited
<b>Section 1</b>				
Table 1	State/City of Residence	Page 1	Page 32	Page 59
<b>Section 2</b>				
Table 2	Advance Trip Decision	Page 7	Page 34	Page 65
Table 3	Advance Airline Reservation	Page 7	Page 34	Page 65
Table 4	Means of Booking Air Trip	Page 8	Page 35	Page 66
Table 5	Information Sources	Page 8	Page 35	Page 66
Table 6	Use of Prepaid Package	Page 9	Page 36	Page 67
Table 7	Pre-Booked Lodging	Page 9	Page 36	Page 67
<b>Section 3</b>				
Table 8	Travel Companions	Page 10	Page 37	Page 68
Table 9	Travel Party Size	Page 10	Page 37	Page 68
Table 10	Main Purpose of Trip	Page 11	Page 38	Page 69
Table 11	Purpose of Trip	Page 11	Page 38	Page 69
Table 12	Type of Accommodations	Page 12	Page 39	Page 70
Table 13	Nights Outside the U.S.	Page 12	Page 39	Page 70
Table 14	First Int'l U.S. Trip	Page 13	Page 40	Page 71
Table 15	Int'l Trips Last 12 Months	Page 13	Page 40	Page 71
Table 16	Int'l Trips Last 5 Years	Page 13	Page 40	Page 71
Table 17	Number of Countries Visited	Page 14	Page 41	Page 72
Table 18	Number of Destinations Listed	Page 14	Page 41	Page 72
Table 19	Transportation Outside the U.S.	Page 15	Page 42	Page 73
Table 20	Port of Entry	Page 16	Page 43	Page 74
Table 21	Main Destination	Page 17	Page 44	Page 75
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## EXPLANATION OF SYMBOLS IN TABLES

- A dash represents one of the following:
  - A response of less than 0.05%
  - Fewer than 250 respondents in the column (banner point)
- \* An asterisk denotes tables that are multiple responses.  
In these tables the column percentages may total to over 100%.